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About me

After years of wearing the CxO hat at a few tech startups. I've developed the ability and frameworks to walk into various industries and find opportunities with my DATA-DRIVEN Product Discovery Framework. 🚀

I enjoy solving Product & Growth challenges. Currently interested in tokenized solutions and web3.
I’m motivated to work for social justice and financial empowerment & inclusion. I volunteer my time to help build the local startup ecosystem in Broward county, FL.

Education

Product-led growth Bootcamp
TheVenture.city (2020)
Implementing instrumentation and analytics to drive growth.

Founder Bootcamp
500 Startups Miami (2019/2020/2021)
Invited to participate in several founder bootcamps on team development, lean startup, and fundraising.

Startup School
Y combinator online (2020)
Startup Basics

Entrepreneurship Technical Certificate
Broward College (2018)
Fort Lauderdale, FL

Bachelors of Science, Software Engineering
Nova Southeastern University (2014 – Present)
Davie, FL

Bachelors of Science, Computer Science ‘06
City University of New York at Lehman College
Bronx, NY

Affiliations and Awards

- **Toastmasters (Club 2266 member)**
- **Finalist 2019 Miami Herald Startup Pitch Competition**
- **Finalist 2020 FAU tech runway Pitch Competition**
- **Finalist 2022 at Emerge Americas 2022**

Work Experience

Founder & CEO

myhomehero.io (2019 – 2021)

- Ideated the value proposition, product and impact strategy.
- Authored the branding, web pages, UI/UX, the system architecture.
- Co-authored the coding (Ionic/Angular/Firebase)
- Implemented digital marketing campaigns.
- Developed marketing and sales funnels.
- Implemented a **product-led growth** private beta.

Co-founder & COO

Travelastic.net (2018-2018)

- Developed the Go-to-market strategy in the Tour Operator market.
- Launched the product and directed the recruitment of tour operators for private beta.
- Conceptualized value proposition, products and operations.
- Generated the business model strategy and sales methodology.

Co-founder & COO

Cravings.io (2017-2018)

- Managed a team of 5 to ideate, conceptualize and validate the value proposition for restaurant owners and consumers.
- Applied Lean Startup methodology to validate business hypotheses.
- SCRUM master for the product team

Expertise & Skills

- **Certified Scrum Master**
- **Lean Startup Practitioner**
- **Business Model Design and Innovation**
- **Product and Sales Management**
- **Problem-solving**
- **Results-oriented**